

Message Text

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PAGE 01 LONDON 19798 291814Z

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ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 EB-07 INR-07 LAB-04 NSAE-00

PA-02 SIL-01 USIA-15 PRS-01 /050 W

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FM AMEMBASSY LONDON

TO USDOC WASHDC

INFO SECSTATE WASHDC 7709

UNCLAS LONDON 19798

E.O. 11652: N/A

TAGS: BEXP, UK

SUBJECT: PROPOSED FY 1977 EVENT SCHEDULE

REF: USDOC 19202

1. UNABLE EXPLAIN YOUR FAILURE TO RECEIVE EMBASSY CABLE DESCRIBING REASONS FOR RECOMMENDED CHANGES TO USDOC DRAFT EVENT SCHEDULE. MESSAGE WAS PREPARED FOR TRANSMISSION DEC. 17 TOGETHER WITH LONDON 19395 (SUBJECT: REVISED CCP DRAFT OF CAMPAIGNS FOR FY 1977) AND LONDON 19409 (SUBJECT: PROPOSED FY 1977 EVENT SCHEDULE); LATTER IS CITED IN REFTEL. POST IS REPEATING COMMENTS ON OIM-PROPOSED PROGRAM TODAY. PLEASE CONFIRM RECEIPT OF LONDON 19395 RELATING POST-PROPOSED EVENT PROGRAM TO MODIFIED DRAFT CCP CAMPAIGNS.

2. POST WILL CABLE ON OR BEFORE JAN. 2 PROPOSED THEME AND RELATED RATIONALE FOR SEPTEMBER 1976 LTC EXHIBITION.

3. PROBLEM OF IDENTIFYING POSSIBLE CONFLICTS FAR ENOUGH AHEAD TO BE USEFUL IS MET, TO EXTENT POSSIBLE, BY CAREFUL STUDY OF SUCH COMPENDIUMS AS "EXHIBITION BULLETIN" AND CONTINUING, DIRECT CONTACT WITH TRADE SOURCES. HOWEVER, REMARKABLE PROLIFERATION OF NEW

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PAGE 02 LONDON 19798 291814Z

SHOWS PLUS DELAYED DECISIONS ON SHOW THEMES AND

SITES (DUE BOTH TO ECONOMIC SITUATION AND TO OPENING OF NEW SHOW SITES IN BIRMINGHAM AND LONDON), WILL MAKE THESE DETERMINATIONS MORE DIFFICULT IN THE FUTURE. ORGANIZERS ON FIRST-TIME EXHIBITIONS MOUNTED IN 1975 IN MANY CASES ARE UNCERTAIN AS TO SUITABLE TIMING FOR REPEAT SHOWS. LONG-ESTABLISHED SHOWS ARE ALTERING THEIR THEMES TO MEET EXHIBITOR-PROCUREMENT PROBLEMS; IN SOME INSTANCES, NEW "SISTER" EXHIBITIONS ARE TO BE MOUNTED ALONGSIDE THE TRADITIONAL SHOW, E.G., PIPEX TO BE RUN ADJACENT TO IMEX. USDOC WILL NOTICE FROM JANUARY ISSUE OF "EXHIBITION BULLETIN" UNUSUAL NUMBER OF SHOWS BEING ANNOUNCED SIX MONTHS OR LESS IN ADVANCE OF OPENING. ONLY REMEDY APPEARS TO BE AS WIDE AND FREQUENT CONTACT WITH EXHIBITION TRADE AS IS POSSIBLE, AND FOR WHICH TIME AND RESOURCES WILL HAVE TO BE FOUND.

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